



2020 County Resource Guide

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**TARGET
COMPLETION
DATE****June - July
2020****Aug. - Sept.**

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**TARGET
COMPLETION
DATE**

October



**NOV. 1,
2020**



Nov.-Jan.



**Jan. - Feb.
2021**



Mar. - May

Volunteer Recognition Process

At-A-Glance

This page provides you with a quick list of everything you can do to make your volunteer recognition process run smoothly!

- I. Choose Your Team, pg. 8**
 - ☐ Select County Coordinator and Recognition Team Members
 - ☐ Formulate a plan, check for existing recognition programs
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 - ☐ Confirm your judging criteria
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- VI. Host Your Local Recognition, pg. 30**
 - ☐ Decide on type of honor/award to be given
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 - ☐ Host your local recognition event
- VII. Participate in Governor's Volunteer Stars Awards, pg. 37**
 - ☐ Attend the Governor's recognition event (GVSA)
- VIII. Strengthen Volunteerism in Your Community, pg. 39**
 - ☐ Provide feedback on the local and statewide recognition programs
 - ☐ Utilize your team, organization, and voice to foster volunteerism in your community
 - ☐ Prepare for next year's event

See the page numbers provided for more information on each section.



What is the Governor's volunteer Stars Awards?

The Governor's Volunteer Stars Awards is an annual event held to recognize and honor the efforts of volunteers from across Tennessee. Since 2008, Volunteer Tennessee, the Governor's State Commission on Volunteerism and Community Service, has hosted this event with the goal of having volunteers from all 95 counties represented.

Goals

- To display the ways volunteers help strengthen local communities
- To increase the rate of volunteerism to meet compelling needs
- To promote the message that volunteering is rewarding and part of what it means to be a Tennessean.

Who: County coordinators facilitate a local volunteer recognition process every year to select one adult and one youth volunteer in their respective counties. These outstanding volunteers are then honored at a statewide recognition event to represent their counties.

When: June-October 2020 Local organizing
November 1, 2020 County adult & youth stars' names sent to
February 7, 2021 Volunteer Tennessee
Governor's Volunteer Stars Awards

Where: Local volunteer recognition in each county.
State recognition ceremony in Franklin, TN.

How: Determined locally — See this county resource guide for ideas!

Volunteer Tennessee
William R. Snodgrass Tennessee Tower
312 Rosa L. Parks Avenue, 18th Floor
Nashville, TN 37243-1102
615-253-8585
volunteer.tennessee@tn.gov



What is the Governor's Volunteer Stars Awards? Eligibility Criteria

WHO IS ELIGIBLE?

- Any individual whose volunteer activities in Tennessee benefit the community or the State of Tennessee in a substantial, important, or unique way. If a nominee is age 25 or under, please select Youth as the category on the nomination form
- Students receiving course credits are eligible, only if the volunteer service extends beyond course requirements. This must be clearly indicated in the nomination letter
- National Service program participants (AmeriCorps, AmeriCorps*VISTA, RSVP, Foster Grandparents, Senior Companions, etc.) are encouraged to apply based on their volunteer involvement in their national service assignment

WHO IS NOT ELIGIBLE?

- Individuals involved in “court mandated community service” or those serving as “loaned executives”
- Persons who receive compensation for service rendered (except National Service participants noted above)
- Individuals, who have previously received a Governor's Volunteer Stars Awards
- More than one individual (Family members will need to be submitted as separate nominations. Corporate and civic volunteer groups, businesses and nonprofits may be interested in submitting a nomination for the GVSA Business and Nonprofit awards, go to www.volunteertennessee.net for more information.)

A Special Notice Regarding GVSA and COVID19

As we enter planning for the 2020 GVSA cycle, Volunteer Tennessee understands the entire world has been affected by the COVID-19 Pandemic.

Our agency, like so many continue to closely monitor the developments of COVID-19. We know that this pandemic has proven to present challenges as well as opportunities for all. Volunteer Tennessee is grateful for the work that you continue to do in light of COVID-19 and is dedicated to serving you during and after this crisis.

We are aware that there are several volunteer activities that are essential to local communities during this unprecedented time. Volunteer Tennessee has added resources to our website for volunteers and nonprofits to help prepare safe volunteer environments for all. [Click here](#) to access this page. Please feel free to utilize these items and share them with your networks. We plan to update this page regularly.

While the 13th Annual GVSA is tentatively scheduled for February 7, 2021, it is important to note that Volunteer Tennessee remains under the guidance of our state leaders and may be subject to altering original plans for our annual in-person gathering. If there are any changes to our original plan, we will notify you as soon as possible.

Volunteer recognition may look different this year, but it certainly can still happen in our communities. This is a great time to still highlight the work of local volunteers, particularly those individuals, who have assisted in the midst of 2020 natural disasters in Tennessee and COVID19.

When possible, you might consider electronic methods for distribution and completion of the nomination form. Social media and various websites are also great tools to promote your process.

Please be sure that you are abreast of your local ordinances and social distancing recommendations as well as it relates to public gatherings. If gathering is not possible for your volunteer recognition events, consider virtual options.

This Resource Guide does include ideas for your nomination process and volunteer recognition. Feel free to adapt any of the suggestions to fit your needs. But please do not hesitate to contact Volunteer Tennessee, if you are looking for more ideas to help you go virtual or adhere to social distancing recommendations/local ordinances.

We are looking forward to promoting volunteerism alongside with you in our State!

Sincerely,

Shannon Duke
Volunteerism & Training Manager



STEP I: CHOOSE YOUR TEAM

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

Margaret Mead

STEP I: CHOOSE YOUR TEAM

Select a County Coordinator

County Coordinators serve as the sparkplug for recognition of volunteers in their community. This dedicated individual acts as the liaison between county representatives and Volunteer Tennessee. They are chosen through local governments, volunteer centers, nonprofit organizations, and businesses*. County Coordinators will also be invited to attend the Governor's Volunteer Stars Awards for volunteering their time to facilitate the local process.

The County Coordinator's responsibilities include, but are not limited to, the following:

- Organizing and selecting the members of the volunteer recognition team
- Ensuring the call to nominations is an open, fair and public process
- Recruiting local sites, including volunteer centers to distribute nomination forms
- Promoting local and statewide volunteer recognition to the local media
- Organizing the judges' panel or selection process
- Speaking to the community
- Developing community partnerships
- Honoring GVSA county honorees locally
- Providing feedback on the local and statewide process
- Adhering to the timeline as outlined in the County Resource Guide
- **Ensuring the names of the official award winners are sent to Volunteer Tennessee by November 1, 2020.**

Although the County Coordinator manages the above tasks, supporting team members can provide much of the assistance needed to accomplish each goal.

Time Commitment:

The time commitment for the County Coordinator certainly depends on your organization's GVSA plan (campaign type, judges' panel, recognition event, etc.) New Coordinators may want to factor in approximately 5 hours per month for the first year.

*While, ideally, County Coordinators are to be appointed before selecting recognition team members, some circumstances may require counties to select their coordinators after forming teams. An informal vote after teams are formed to select the Coordinator may be more feasible in such a situation.

vol•un•teer

a person who voluntarily offers himself or herself for a service or undertaking; a person who performs a service willingly and without receiving a paycheck **b:** a person whose actions are not founded on any legal obligation so to act.

Develop a Reliable Team

Organizing a dedicated team is critical to the success of your volunteer recognition program. Remember that each team should be representative of your county, incorporating all types of diversity. Counties are also encouraged to include at least one youth member to provide an appropriate focus for reaching potential youth volunteer award winners.

It is also important to consider others' capabilities when forming a team. Ideally, teams would include members with the following skills/knowledge:

- Communication/writing/creative ability
- Public speaking ability
- Knowledge of the non-profit community
- Access to potential partners/sponsors
- Logistical/organizational skills
- Media/business connections

County Coordinator/Team Member Selection:

You know the great leaders in your community, but this list may prove helpful as you start brainstorming team members:

United Way members/volunteers	Volunteer Center administrators	Youth members from these programs: <ul style="list-style-type: none"> • 4-H • Boy/Girl Scouts • Faith-based youth groups • High school clubs (i.e. Interact, Beta Club) • Boys & Girls Clubs • Big Brothers/Big Sisters • Afterschool service-learning • School-based service-learning
County Government Officials	Chamber of Commerce members	
Corporate Social Responsibility Managers	Faith leaders	
Civic Club Members	County Extension Agents	
AmeriCorps, Senior Corps program staff/members	School administrators or board members	
College faculty/staff/students	Local foundation leaders	
Community or senior center leaders	Health/medical facility leaders	
Emergency/Disaster response leaders	Disability program managers/advocates	
Advocates or organizational leaders dedicated to BIPOC communities	Advocates or organizational leaders dedicated to LGBTQIA+ communities	

Inviting your team members:

After devising your list of possible team members, choose to invite them by e-mail, letter, or phone. Utilize the general letter in Appendix D as your starting point, along with fact sheets provided in Appendix A. Then make it personal, including local volunteerism goals for the county in which you live.

Choose your organizational plan

Before fully developing your volunteer recognition program or your first meeting with your team, it is important to consider the scope and process by which you will host your program.

Consider the overall makeup of your community and plan for organization in one of the following ways:



Existing volunteer recognition program:

Many communities in Tennessee have already developed local volunteer recognition programs to honor the efforts of those who give back. These may be hosted by a number of different organizations such as volunteer centers or chambers of commerce. Examples of local volunteer recognition programs include the Greeneville/Greene County Volunteer Spirit Awards, Strobel Awards (Nashville), and Volunteer Memphis Awards.



To avoid duplicating others' efforts, conduct research to determine whether such a county-wide program already exists within your area. If you or any of your team members are aware of a local ceremony that you may partner with, you're encouraged to use that avenue. It may also save you time. Joining the efforts of others will prove just as successful rather than attempting to host two similar events. If you partner with an existing volunteer recognition program, you can submit your county's youth and adult volunteer of the year from the local event to the Governor's Volunteer Stars Awards.

Media only campaign:

While the primary goal of any local recognition program is to heavily promote volunteerism within local Tennessee communities, this does not have to be accomplished by hosting an event. The County Coordinator and/or volunteer recognition team can use the media tools found in Appendix G to conduct a media only campaign. With this approach, County Coordinators would still need to ensure nomination forms are distributed, media attention is obtained, and nominations are judged.

Small volunteer recognition campaign:

Some counties may choose to commemorate a volunteer recognition on a smaller scale. Once again, a county's resources, population, and overall makeup must be considered before starting to plan a program. Such an event may include hosting a reception at a local restaurant or recognizing the volunteer at a county government meeting. Awards can be presented to the volunteers recognized by the county. In organizing for this type of event, quality is key. Select team members who know how volunteers serve in your community.

Large volunteer recognition campaign:

Your county's volunteer recognition program has the potential to impact many lives through the promotion of volunteerism. A campaign on a larger scale will require more team members, partners, time and possibly money, but will have a greater influence on your community.

You might consider hosting various volunteer opportunities and recognizing organizations and individuals over the course of a predetermined week. Or, you might coordinate an awards ceremony at a large venue to recognize your local volunteer stars. This will require involving the entire community, including local businesses and organizations as planners and sponsors. As you consider your team's organizational structure for a large program/event, think about selecting members with a variety of experience and contacts within your area.

Equip your team

After selecting your team, it is important to schedule a meeting soon after to introduce program goals and concepts. Remember, the goals of your local volunteer recognition program are as follows:

- To display the ways volunteers help strengthen communities
- To increase the rate of volunteerism to meet compelling needs
- To promote the message that volunteering is rewarding and part of what it means to be a Tennessean

Provide team members with much of the same information included within the County Resource Guide, including fact sheets in Appendix A. Then establish the goals your team wants to achieve within your local community. Does your county need more volunteers for mobile meals? Youth mentors? Park clean-ups? Early childhood education volunteers? How can your recognition program help you achieve your goals?



In the first meeting, it is important to gain an idea of the areas that will be covered by team members. Depending on the size of your team, it may even be necessary to establish subcommittees to accomplish each goal. Consider the following areas to be covered:

- Selection of volunteer honorees
- Public Relations and Publicity
- Event Planning
- Funding/Partners

Finally, work with your team to develop a schedule for the rest of your meetings. While it may not be necessary to determine exactly what kind of volunteer recognition you will host at the beginning of your planning, develop a general idea so you may plan accordingly. For a larger recognition event, meetings may need to be held more frequently. For a less time-consuming program, schedule fewer meetings.

Remember, **plan early**. This will assure that you meet all of your goals.



STEP II:

DECIDE WHAT TO

CELEBRATE

"We are prone to judge success by the index of our salaries or the size of our automobiles, rather than by the quality of our service relationship to humanity."

Dr. Martin Luther King, Jr.

STEP II: DECIDE WHAT TO CELEBRATE

Confirm your guidelines and criteria

It is important to understand and be ready to communicate instructions and eligibility criteria to potential nominators. At a minimum, you will need to include the GVSA eligibility requirements listed on page 6 and on the sample nomination form in Appendix E.

What makes an outstanding volunteer? Listed below are the four Governor's award criteria to be used for judging volunteer award nominees.

- **Need:** Service addresses a specific, compelling need in the community.
- **Action:** The nominee was actively involved and took initiative.
- **Innovation:** The nominee used unique or creative methods to solve community problems.
- **Impact:** The activity or service produced positive changes and provided an example to others.

Other information to confirm:

- Nomination Process and Deadline
- Special Instructions for the Narrative
- Submission Methods
- Information Release
- Scoring Rubric
- Winner Notification
- Local and State Recognition Information

This information is recommended to be shared in the nomination packet. A sample nomination form is provided in Appendix E and online at www.volunteertennessee.net. Each county can make adaptations based on its own goals, but please include the above criteria and eligibility requirements at a minimum.



COUNTY RESOURCE GUIDE

Decide how you will celebrate

Celebrating your volunteers is a great way to promote volunteerism within your community. One of your biggest tasks will be determining how to achieve this. Most of the work your team performs will lead up to this event/effort. See also Choose Your Organizational Plan (p.11).

The goal is to celebrate in a way that works for your county. If your county is famous for something, consider incorporating it into your recognition program. Counties are strongly encouraged to schedule their local recognition events to take place before the GVSA award ceremony but no later than January in the current GVSA cycle. The current GVSA cycle runs from April of the current year to March of the next year.

Volunteer Recognition Event Ideas:

- Host a Volunteer Recognition banquet at a local restaurant/ballroom.
- Plan a themed party/luncheon/reception.
- Plan a community-wide volunteer activity.
- Collaborate with an existing community event host to recognize volunteers.
- Organize a parade of volunteers. Invite local nonprofits and community volunteers to march.
- Designate "Volunteer Day" at a local sporting event.
- Create a Volunteer Recognition park or exhibit at a park/zoo.
- Plant trees annually for each Volunteer Recognition award recipient.
- Establish a "Volunteer Wall of Fame" in the local library, Chamber of Commerce, or courthouse. Invite local media, nonprofits and volunteer award nominees.
- Host a concert featuring local artists (bluegrass band, rock band, local choir, et
- Acknowledge volunteers at a local government meeting
- Pursue a news feature about your local volunteers



STEP III:

CALL FOR

NOMINATIONS

"I don't know what your destiny will be, but one thing I know: the only ones among you who will be really happy are those who have sought and found how to serve."

Albert Schweitzer

STEP III: CALL FOR NOMINATIONS

Craft your call

If you are not working with an existing volunteer recognition program or do not have a tool currently in place, a model volunteer recognition nomination form is provided in Appendix D. To make any modifications, access the form at www.volunteertennessee.net.

Remember to include the standard eligibility requirements and judging criteria for the Governor's Volunteer Stars Awards on your nomination form. We also recommend using our sample questions included in the narrative section for more quality submissions.

Another option is to create an online nomination form and receive submissions digitally. There are many options such as Google Forms, Formstack and SurveyMonkey. So, you can decide which works best for you and adapt the sample nomination form.

It is important to clearly communicate that you are seeking details on why that volunteer stands out and how they have made an impact in the county. Your potential nominators may find it helpful to include tips for writing nominations or examples as a part of the nomination application packet. You can find "Tips for A Great Nominations in Appendix E.

Distribute your form

Whether your nomination form is paper or digital, the call for nominations should be open, fair and available to be accessed by the public. Volunteer Tennessee receives federal funds to operate the GVSA, so please ensure all aspects of your process does not intentionally leave out various groups for any reason.

Distributing your form to various locations is the first step to ensure you will receive many nominations and are making it available to the public. The following list provides ideas of some key places to distribute nomination forms within your county.

- Volunteer Centers and/or local United Ways
- Schools/institutions of higher education
- Local businesses
- Community centers
- Chamber of Commerce
- Educational foundations
- Advocacy organizations
- Faith-based organizations/groups
- Libraries
- Community bulletin boards
- Local non-profit organizations
- National service organizations (AmeriCorps, Senior Corps)

COUNTY RESOURCE GUIDE

Social Media and Websites

Posting on social media and organization websites about the call for nominations should be a part of your organizational plan for your local GVSA process.

You will want to utilize your agency's own social media pages as well as collaborate with your partners for your call for nominations.

Volunteer Tennessee also wants to know when you post on social media. At various times, we will re-share how County Coordinators are gearing up for their local nomination process. So, be sure to tag us at the following:

- Facebook (@VolunteerTennessee)
- Instagram (@VolunteerTennessee)
- Twitter (@VolunteerTN)
- LinkedIn (@VolunteerTennessee)

Also use these hashtags for additional exposure

- #volunteertennessee
- #tennesseeserves
- #GVSA
- #2020GVSA
- #GVSA13

When possible utilize photos online to enhance your messaging.

For your website, consider a special page or pop-up message about the GVSA. As you draw closer to your nomination deadline, more prominent places such as your homepage navigation bar, or static banner would be ideal. Remember, if you can create a mechanism for individuals to submit nominations, it could increase the number of nominations you receive.

Reminders

You will want to remind your community that nominations are open. Recommendations to talk about your call for nominations online are:

- When nomination opens
- Two Weeks Before Deadline
- One Week Before
- One Day Before/Day of Deadline

Develop Media Relationships

Developing strong media relationships within your community is a prime way to ensure that the goals of your volunteer recognition program are met. Partnering with media groups will not only guarantee that your program or event will receive appropriate publicity, but it also has the potential to cut down on much of the advertising expense.

Although approaching the media may seem to be a daunting task, use the following methods to ensure you develop positive media relationships:

- **Know your campaign:** When you are more familiar with your program/event, you will appear more confident and knowledgeable. This will make people more likely to cover your story.
- **Manage your time wisely:** Usually those in the media are pressed for time. When presenting your idea/story, try to provide succinct information.
- **Come prepared:** The media is the best outlet to present your message to a mass audience; therefore, it is important to have access to all documents and information when speaking with them.
- **Don't give up:** Persistence is necessary when disseminating information through the media. Make phone calls, then send follow-up letters or emails, and make actual visits to media offices. Utilize every possible vehicle to present your message.
- **Use a media kit:** The purpose of a media kit is to provide appropriate background and contact information to those covering an event/story (generally reporters). It is extremely important to have these on hand for press conferences and media interviews. Usually placed in a folder, your media kit should include the following documents:
 - **General news release***
 - **Ad slicks** (final, camera-ready advertisement)
 - **Facts sheets/statistics on volunteering***
 - **Infographics**



*Samples of each of the documents listed are provided in Appendix E and can be accessed on www.volunteertennessee.net to make appropriate adaptations.

COUNTY RESOURCE GUIDE

Other important documents:

Other items that may not be used in your media kit, but are extremely important to have on-hand when working with the press:

- **Media list**—includes a list of current local media, such as newspaper feature editors, local section editors, community affairs departments of radio and TV stations, talk show producers, and magazine editors. Call and ask who at the media outlet covers volunteer activities, general human-interest stories, or community service issues.
- **Pitch letter***—sent out in advance to those on the media list. Letter should ask for an appointment with the editorial board and subsequent coverage throughout the campaign to include proclamations, features on local volunteers, volunteer organizations and businesses that promote volunteering. Be sure to follow up with phone calls asking to be placed on the editorial board calendar.
- **Photos**—Photos can often make the difference between getting media coverage or not. Contact photo departments of television stations and newspapers prior to your event to invite coverage.

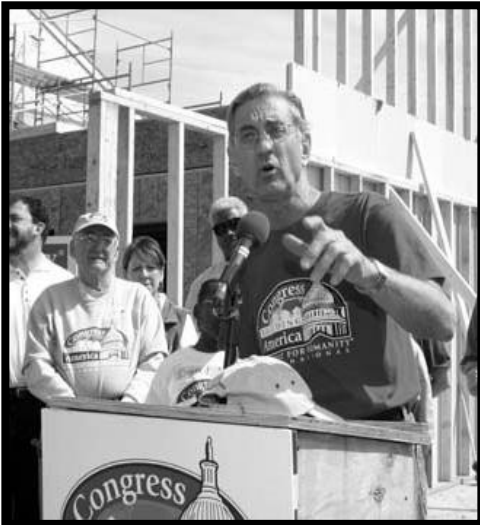
*Samples of each of the documents listed are provided in Appendix E or can be accessed on www.volunteertennessee.net to make appropriate adaptations.



Speak to your community

You and your team members should seize every opportunity (and even create opportunities of your own) to speak to your community about your volunteer recognition campaign. Consider the following places to speak:

- Civic club meetings
- Town hall meetings
- School board meetings
- Church/faith-based organizations
- Youth group meetings
- Press covered events
- College campuses
- Chamber of Commerce meetings



It is important to be prepared when speaking to your community. The following **key talking points** will help you do so:

- According to the most recent Volunteering in America report, **1.6 million** people in Tennessee volunteered in their communities
 - Over **137.7 million hours** of service was completed by volunteers in Tennessee
 - **\$3.3 billion was leveraged** through volunteer efforts in Tennessee
-
- Volunteers report reaping the following benefits:
 - Increased self-confidence
 - Greater social awareness
 - Improved sense of independence
 - Expanded social circle
 - Better health
 - Lower stress
 - Undiscovered talents
 - Greater self-esteem
 - Enhanced feelings of empowerment
 - Joy of giving
 - and SO much more!

Speak to your community (cont.):



More key talking points:

- Volunteers make a difference by...
 - improving/changing communities
 - reducing the effects of poverty
 - providing education and public awareness
 - providing various services (i.e. medical care)
 - being a friend
 - bringing about social change
 - improving/saving the environment
 - supporting individuals and agencies
 - assisting with character development
 - providing emergency support
- 20 Ideas for Volunteering include*:
 1. Homeless shelters
 2. Food banks
 3. Parks and Outdoor Areas
 4. Child Advocacy
 5. Literacy and Learning
 6. Tutoring and Mentoring
 7. Environmental organizations
 8. Animal issues
 9. Special Olympics
 10. Build homes
 11. Hospitals
 12. Libraries
 13. Senior Citizens
 14. City programs
 15. Blood banks
 16. Disaster Relief Organizations
 17. Political Campaigns
 18. 800 Number volunteers
 19. Girls/Boys Clubs
 20. Museums

*list taken from www.justgive.org



STEP IV: SELECT YOUR HONOREES

“Somewhere on this planet, someone has a solution to each of the world's problems. It might be one of us. With your help, we can build a more hopeful world.”

Marianne Larned

STEP IV: SELECT YOUR HONOREES

Pick your judges

If you have not already confirmed your judges' panel, you will want to ensure that this task is completed before the end of your nomination submission deadline.

It is extremely important to choose a diverse team of judges to select your volunteer award recipients. Determine the appropriate number of judges based on your community's size and anticipated number of applications you have received. When selecting judges, consider the list of suggestions provided for selecting your county resource team (p.10). In fact, some counties may choose to have some, or all of your county resource team members serve as judges.

Each county is also encouraged to choose at least one youth judge, as this will provide insight and perspective in choosing the youth award recipient.

Be sure that judges understand your criteria and scoring rubric. Do not hesitate to ask judges, if they have any conflicts of interests and can maintain confidentiality.

Choose your review method

After selecting judges, teams must determine how they will review award applications. Consider your judges' schedules and other suggestions they provide.

Commonly used review methods include:

- **Consensus review:** Judges read each application and come to a general agreement (but not necessarily unanimity) on award recipients. The review may also include a time to resolve any objections, considering all comments fairly.
- **Panel review:** Judges score each nomination based on the established criteria (see Appendix E for sample score sheets). The adult and youth volunteer with the highest combined scores receive the award.
- **Peer review:** Two sets of judging panels are formed, one comprised of adults and one comprised of youth. Allow each panel to use score sheets or consensus review to determine award winners within the corresponding categories.



Review the Nomination Applications

When reviewing nomination applications, there are a few things that each reviewer should keep in mind:

- The youth category encompasses youth and young adults up to age 25.
- **Don't measure impact solely on time spent volunteering.** A retiree's schedule may allow him/her to commit more time to volunteering than a high school student or single mom.
- Practice integrity. Remain completely unbiased and base every decision solely on the volunteer's service.
- Remember the four Governor's award criteria to be used for judging volunteer award nominees: **Need, Action, Innovation, and Impact.**
- The honoree should be selected for their outstanding volunteer service during the current year. (Example: the 2020 GVSA will take place in 2021, but the honorees will be recognized for their volunteer service during 2020)

Inform the winners

After selecting your volunteer recognition award recipients, your team may choose to inform them before hosting your volunteer recognition to ensure their presence. Other counties may choose to invite all nominees to the recognition and wait to announce award recipients at that time. Either method is appropriate.

Your budget size and the type of recognition you're hosting should determine how you invite your guests/awardees. A formal invitation may be appropriate for a banquet or formal event, while a phone call may be acceptable for less formal recognition events. Release invitations, whether in print or by phone, at least two weeks before the actual event. To prepare more efficiently, it may be necessary to require RSVPs as well.





STEP V:

SUBMIT YOUR

HONOREE INFO

"Volunteers are paid in six figures—S.M.I.L.E.S."
Gayla LeMaire

STEP V: Submit Your Honoree Information

Send County Award Recipients' Information to Volunteer Tennessee

After selecting your Governor's Volunteer Stars Award recipients, submit your honoree information to Volunteer Tennessee for both the youth and adult who will receive a statewide Governor's award.

Submissions should be for individuals only. Due to the growing number of counties and individuals being recognized at the GVSA, Volunteer Tennessee cannot accept submissions for more than one adult and one youth per county.

The Honoree Submission Form is now an online form. The online nomination form will open on **Friday, August 21**.

Once the online form is open, complete and submit to Volunteer Tennessee using the following links:

Submit **Adult** Honorees:

www.surveymonkey.com/r/GVSAsubmission_Adult

Submit **Youth** Honorees:

www.surveymonkey.com/r/GVSAsubmission_Youth

The **DEADLINE** to submit honoree information is:

November 1, 2020.

It is imperative that names are submitted in a timely manner so that appropriate decisions and accommodations can be made to prepare for the statewide recognition event.

COUNTY RESOURCE GUIDE

Volunteer Tennessee Submission Requirements and Requests:

The following items will be needed for the online form.

- **County Info:** You will need to include your County Coordinator's Information and County Name, County Mayor's Name, etc.
- **Honoree information-** Name as it should be written on award, Phonetic spelling of name, physical address, mailing address (if different), City, State, Zip, Email address, and Phone number. If the honoree is under the age of 19, please also submit parent information.
- **Nominator Profile** – Please include contact information for the nominator of your local honoree. In some cases, it may be the honoree's local volunteer coordinator, friend, supervisor, etc. Nominators will be notified of the honoree's selection for a Governor's Volunteer Stars Awards and will receive more information about the event.
- **Recipient Volunteer Biography-** This will be edited and used in the event award booklet and by the event emcee when recognizing the honorees. This narrative should be more than a list of the organizations they volunteer with and should highlight what makes them a volunteer star. Please submit narratives that are between 300-400 words. Please review "Tips for A Great Nomination" to help highlight your honorees' service.
- **Photos:** One digital photo of honorees is required for submission. This photograph should be a clear, quality headshot for the event booklet. If possible, include a "service in action" photo of them volunteering as this will be added to the visual presentation on event day. Photos can be uploaded to the nomination form.
- **Additional Info (Optional)** – If you have any information that you feel may be helpful to aid Volunteer Tennessee in celebrating your honoree, please upload information to the nomination form. This could include newspaper articles, resumes, recommendation letters, etc. Material should be combined into one document.
- **Nomination Process Information (Adult form only)** –You will need to provide information regarding your process. By providing detailed information about your process, Volunteer Tennessee will be able to answer requests from potential nominators statewide. This information will also be included in future County Directories. You will be asked questions regarding your campaign type, judge's panel, recognition team, and how you ensure an open and fair process.

Once you've submitted your volunteer stars, please plan to participate in the statewide volunteer recognition event on **February 7, 2021**, in Franklin, TN. You can find more about participating and supporting the Governor's Volunteer Stars Awards on page 38.



STEP VI:

HOST YOUR LOCAL

RECOGNITION

"In every community there is work to be done. In every nation there are wounds to heal. In every heart there is the power to do it."

Marianne Williamson

STEP VI: HOST YOUR LOCAL RECOGNITION

Decide on your awards

The awards that you choose for your volunteer honorees can be as traditional or unique as you choose. Keep in mind that this will serve as the memento that will forever remind your award recipients of their local “Star” status.

Although memorable, your awards need not be expensive. The following list provides cost-effective methods for selecting the type of award that you will give:

- Certificate
- Object designed by a local artist
- Pin
- Key to the city
- Plaque
- Key rings
- T-shirts
- Mugs
- Volunteer “Hall of Fame” in a public building
- “Floating” trophies/awards to be passed on each year to award recipients
- Engraved frame to place volunteers’ pictures from either the local/statewide event
- Framed “thank you” kids’ drawings from a local school
- Local volunteer yearbook to be displayed in a library, courthouse, or other public office
- Gift cards
- Scholarships
- Travel costs for the Governor’s Volunteer Stars Awards
- Cash donations from sponsors to the agency or cause of the winning volunteers

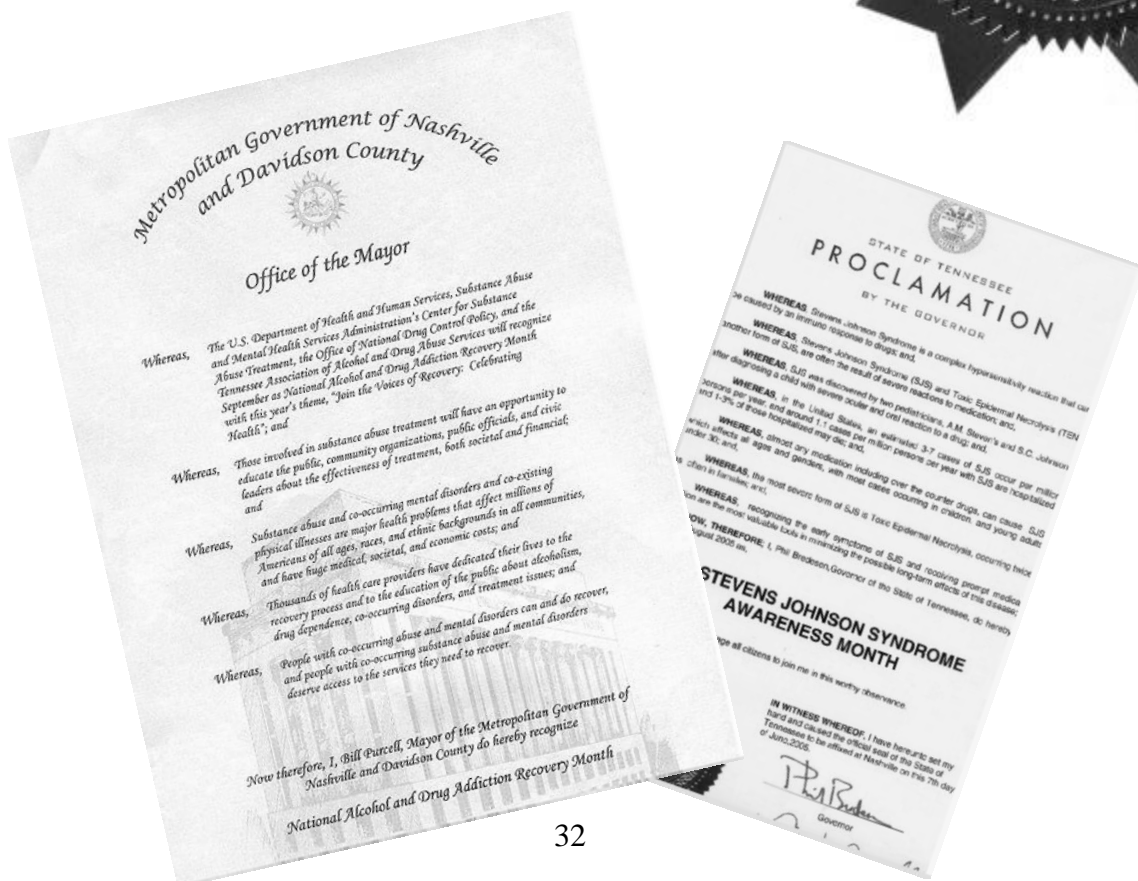


Meet with the Mayor to Prepare a Proclamation

County Coordinators should connect with your County Mayor to notify them about the county's selected volunteer honorees. It is also recommended you contact them about preparing a proclamation.

Proclamations issued by a local public official generally provide an opportunity for the official to recognize exceptional events and people, often when they cannot acknowledge them in person. The goal of a proclamation is to recognize and celebrate the extraordinary achievements of the community's citizens and non-profit organizations, honor occasions of importance and significance to Tennesseans, and increase public awareness of issues to improve the well-being of the people of the city. Your volunteer recognition is the ideal time to request that the local, public official designate the day of your event as official "Volunteer Day" in your county.

Designate a team member to contact your local public official to request the proclamation. Send a proclamation request letter and a sample proclamation and follow up with a phone call. Make sure all team members are present when he or she adopts the proclamation. Immediately following, send a thank-you letter and display the proclamation in a highly visible place (i.e. the local courthouse). A sample proclamation request letter and proclamation are provided in Appendix D.



COUNTY RESOURCE GUIDE

Develop community partnerships

Developing community partnerships is a prime way to ensure that your recognition event is appropriately publicized and cost-efficient. Depending on the size of your community, area businesses have the potential to provide everything you need to host your event. Team members should identify the businesses that may serve as partners and how they may help, then reach out to them. (See “Tips for Approaching Potential Partners” on p. 34).

Ask local businesses to help in the following ways:

- Provide monetary support
- In-kind donations* for the program/event:
 - Food and beverages
 - Decorations/flower arrangements
 - Awards/Gift Certificates
 - Printing services
 - Audio/visual equipment
 - Seating (tables and chairs)
 - Space to host event
 - Office supplies for media distribution/nomination forms
 - Equipment delivery
 - Advertising space
 - Postage
- Sponsor a volunteer scholarship
- Place nomination forms or posters within their business/office space

Meeting with people face-to-face is the most effective method for gaining community partners. Consider hand-delivering fact sheets and nomination forms to potential partners so that employees can easily put a face with your volunteer recognition event.

After businesses ensure their support, remember to communicate any event changes that come up during the planning stages that may affect them. These may include an increase or decrease in attendance and/or addition of other partners. Also remember to acknowledge them at the event, on signage, and in advertisements and newspaper articles.

Following the event, send your partners a thank you card. Schedule a time to discuss the event with them in order to receive feedback. As soon as possible, lock them in for the event again next year.

*Remind potential donors that in-kind donations are tax-deductible (if your local recognition event is coordinated through a non-profit or local government agency).

Tips for approaching potential partners:

- Make a case that investing in your event will bring the sponsor a return - through new business or publicity.
- Prepare an information packet, which might contain the following information: fact sheet with statistics about volunteerism, description of your mission, who your supporters are; event description that tells who the target audience is, how many people will participate, etc.
- Sponsorship levels - Set dollar levels to pay for specific items (food and beverage, t-shirts, etc.). For each level, provide specific benefits that the sponsor will receive (recognition in all advertisements, recognition on the day of the event, tickets to your event, etc.). Structure the benefits in such a way that the higher the sponsorship dollar amount, the greater the sponsor recognition.
- State your needs clearly (i.e., lunch for 200 including drinks and dessert @ \$10/person = \$2,000). Remember that sponsorship may be "in-kind" (i.e. goods or services) or cash.
- Explore a co-sponsorship arrangement if a potential sponsor can only provide partial sponsorship. Pair them with a non-competing company.
- Let potential sponsors know of any confirmed sponsors. Often there is a bandwagon effect.
- When you get to "closing the deal," be specific as to payment details or provision of in-kind goods and services. How will the sponsorship be completed? The sponsor may provide you with a check prior to the event, provide in-kind goods or services at the event, or pay a third-party vendor directly for goods or services provided (which may need to be the case if your organization is a government entity).

COUNTY RESOURCE GUIDE

Alert the media

As mentioned, the media are some of your biggest allies, and it is important to keep them apprised of details regarding your county's recognition event. After choosing your award recipients, use your media list to inform them about the event through media alerts, fact sheets, press releases, pitch letters, etc. Samples of each are provided in Appendix G.



Leading up to the event, it is also beneficial to keep your volunteer recognition at the forefront of people's minds. This will serve as an excellent method to promote volunteerism as a whole.

Some counties may choose to submit award nominee profiles to the media as potential feature stories. Another option includes submitting letters to the editor to reveal personal opinions about the importance of the event.

Don't forget to send a notice about your event to community calendar editors at your local newspaper. Also, consider submitting editorials about volunteerism, localizing the importance of giving back to the community.

Here are 10 Tips for Approaching the Media*:

1. Know the difference between a news story, a column and an ad.
2. Don't call reporters on their deadlines. After 3 p.m. is the worst time for most reporters who work on morning papers or for evening news broadcasts.
3. Start with a reporter and work your way up, unless you already have a good relationship with an editor.
4. Speak in sound bites, not speeches.
5. Use email and voicemail - don't insist on personal interactions at first.
6. Humor is your friend.
7. Be prepared to follow up conversations with more information: fact sheets, names and phone numbers, web sites and faxes.
8. If you are rejected because your pitch is not in the reporter's beat, ask if there is someone else at the media establishment who may be interested.
9. Make as many calls as you can yourself. PR professionals rarely have the same depth of knowledge or interest in the topic as an advocate.
10. Be upbeat and enthusiastic. If you're not interested, why should anyone else be interested?

*Tips provided by **Desirée Cooper**, columnist, *Detroit Free Press*

Host your recognition event(s)

Although the overall goal of the Governor's Volunteer Stars Awards is to increase the rate of volunteerism in Tennessee, much of your success will be measured by the results of your local recognition. Should you decide to host an event, here are a few tips that should ensure that your event will run smoothly:

- Prepare the location beforehand.
 - Arrange seating, equipment, and other logistics early.
- Contact all partners and vendors the day before the event to remind them of arrival times.
- Contact special guests the day before to make sure they are clear on arrival/departure times.
- Ensure team members will be present to meet special guests (the Mayor, presenters, partners, etc.).
- Have a contingency plan. Anticipate any potential problems and come up with a plan B for each.
- Keep a To-Do list, delegate tasks, and designate a key person to update the master copy of the list.
- Enjoy your event!



As you celebrate...

While hosting your celebration, always **keep your purpose in mind**. It's easy to get caught up in the hustle-and-bustle of the event but remember that **you're honoring volunteers**. Exemplary volunteers generally don't receive accolades for what they do. This is your day to say "Thanks" in every way possible. Make this day special for your volunteer honorees. Ensure that they leave the recognition event with an understanding of how truly special they are to your community.



STEP VII: PARTICIPATE IN THE GOVERNOR'S VOLUNTEER STARS AWARDS

"The best way to predict the future is to invent it."
Immanuel Kant

COUNTY RESOURCE GUIDE

STEP VII: PARTICIPATE IN THE GOVERNOR'S VOLUNTEER STARS AWARDS

The culmination of the GVSA cycle is the annual awards ceremony. All honorees from every participating county are invited to receive their award and be honored among their families, peers and elected officials.

Here are just a few ways that you can prepare and participate in the actual awards ceremony:

Attend the GVSA

Developing and carrying out your county's local volunteer recognition is a challenging task, and you deserve appreciation. Each county coordinator is invited to accompany their Governor's Volunteer Stars Awards honorees to the statewide volunteer recognition event. A reception will precede the event. You will receive an official invitation letter with more event information closer to the event date.

Confirm Honorees and County Mayors Received the Invitation

While every effort is made by Volunteer Tennessee to contact honorees and County Mayors, we urge County Coordinators to contact them as well to confirm that they have received the event information.

Invitation letters will be emailed to recipients. If no email address is available an invitation will be sent via mail. It is important to make sure Volunteer Tennessee receives the correct contact information, so the honorees receive the invitation and materials that are mailed after the event. Additionally, Volunteer Tennessee will notify the honoree's State General Assembly and US Congress Members and invite them to the event.

Encourage Attendance

Volunteers and their families repeatedly talk about how they enjoy the GVSA. Approximately 93% of attendees rated the 2019 GVSA as a good, quality event for all. It is opportunity for your county officials and honorees to be among peers, who are doing amazing things in the community.

Do A Special Shout Out to Your Honorees

County Coordinators, nominators, family, friends, and Elected Officials will have an opportunity to additionally congratulate their county honorees through an ad purchase. Ads are placed in the event booklet that is given to all honorees and more than 300 guests. For more information about an ad purchase, please email Volunteer.Tennessee@tn.gov.



STEP VIII: STRENGTHEN VOLUNTEERISM IN YOUR COMMUNITY

*"In American society today, we need to have volunteerism.
I truly believe that it is the glue that will hold us together and it will be
the energy that will take us into the 21st century."*

U.S. Senator Barbara Mikulski

VIII. STRENGTHEN VOLUNTEERISM IN YOUR COMMUNITY

Provide Feedback about the GVSA

Because a major focus of the Governor's Volunteer Stars Awards is to strengthen volunteerism throughout the state of Tennessee, it is important that the program improve each year at both the state and local levels. An online survey will be distributed to each County Coordinator following the statewide recognition event. If a subject is not included on the feedback form that you would like to address, feel free to add additional comments.

Receive Feedback about Your Local Recognition Process

Similarly, encourage feedback about your local process from your recognition team, judges and other stakeholders. This is a great chance to continue to help you grow volunteer recognition efforts. Many coordinators have used feedback to move their media-only campaigns to small and large recognition events.

Raise your voice within your community

Your role as county coordinator should not stop after your recognition event is over. Now that you have become well-acquainted with volunteerism within your community, you may assist in its growth and development. Encourage others to join you as you volunteer throughout your county. Seize every opportunity to speak locally about community needs and the power of volunteerism. And remember to keep your fact sheets and talking points handy. Here are more ideas on how to raise your voice:

- Engage with Recognition Committee or Nominating Agencies Year-Round -
– Do check-ins with your recognition team. Create an email list of past and potential nominators. Then, you can e-mail them immediately, once you open your call for nominations.
- Ask Past Recipients to talk about volunteerism – Your past GVSA winners can be your best advocates for your local GVSA process. Ask past recipients to speak about service and their experience with GVSA at various events.
- Utilize Social Media – Utilize your social media accounts to further engage your community into volunteerism.

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- Add the GVSA Badge (Coming Soon)- 2020 GVSA County Coordinators will be receiving the official GVSA County Coordinator badge. Feel free to use this badge on the homepage of your website to let your online visitors know that you are partnering with Volunteer Tennessee. If it is visible on your homepage, you will want to link it your volunteer recognition page, an online nomination form or Volunteer Tennessee's GVSA webpage.

Prepare for next year's event

It's never too early to begin preparing for the following year's volunteer recognition program/event. Consider what went well the previous year and what may need to be improved. This may also be a great time to determine, if you are ready to move to a larger recognition campaign or need to make changes to your judges' panel. Initially, try preparing in the following ways:

- Develop community partnerships
- Choose a reliable team
- Decide how you will celebrate
- Develop media relationships
- Design media material
- Reserve space for your event
- Request feedback from others

Remember, Volunteer Tennessee is ready to assist you every step of the way.

Happy Coordinating!

APPENDIX A:

Volunteer Tennessee



Volunteer Tennessee

Volunteer Tennessee, the Governor's commission on volunteerism and service, was created in 1994 to qualify Tennessee to receive federal grant funds under the 1993 National & Community Service Trust Act. The volunteer citizen board consists of 25 bipartisan, diverse members appointed by the Governor of Tennessee for three-year terms.

Vision: The State of Tennessee is the national leader in the promotion of volunteerism, community service initiatives and partnerships in which Tennesseans of all ages and backgrounds engage in services addressing the educational, public safety, environmental and other human needs of the state and nation.

Mission: The mission of Volunteer Tennessee is to encourage volunteerism and community service.

Programs: AmeriCorps grants, trainings, and partnerships with the Department of Education, Volunteer Centers, and dozens of local non-profits and schools.

AmeriCorps. Oversee 18 citizen service corps. AmeriCorps members meet community-identified needs in education, environment, public safety and human needs and receive an education award of \$5,810 in return for 1700 hours of service. (over \$20 million in education awards earned to date).

Tennessee Conference on Volunteerism and Service-Learning. Over 200 service leaders and participants collaborate to address needs in Tennessee while utilizing service and service-learning as a vehicle for change. Next conference: February 7-9, 2021, Franklin, TN.

Governor's Volunteer Stars Awards. The goal is to have one adult and one youth volunteer of the year submitted by each county to be recognized at a statewide event. Over half of the counties participated in 2016. Since 2008, the GVSA has recognized 988 Governor's Volunteer Stars. Next GVSA: February 7, 2021 in Franklin, TN.

Guiding Principles, By-Laws and Accountability. Volunteer Tennessee developed guiding principles and by-laws in its first year to structure its work and updated the bylaws in 2008. For financial accountability, Volunteer Tennessee is part of the annual state audit of by the independent state Comptroller.

For more information on Volunteer Tennessee, visit volunteertennessee.net

Volunteerism in Tennessee



How many people volunteer in Tennessee?

According to data generated from 2017, Tennessee has an average of 1.6 million volunteers.



What is Tennessee's overall rate of volunteerism?

Tennessee's rate of volunteerism for 2017 was 31.3%, ranking 31st in the nation.



Where do people in Tennessee volunteer most?

The largest number of volunteers in Tennessee served primarily through religious organizations (32.70%). After religious organizations, volunteers in Tennessee donated most of their time to sport, hobby, cultural or arts organizations. (18.74%).



What activities do Tennessee volunteers perform?

Volunteers in Tennessee collected or distributed food (37.8%); fundraised (32.42%); mentored youth (25.32%); and tutored or taught (24.96%).



What is the dollar value of volunteers' time in Tennessee?

Tennesseans' volunteer time was valued at \$3.3 billion in 2018. The current rate for a volunteer hour in Tennessee is \$23.50 (Independent Sector, July 2020).

APPENDIX B:

Tennessee National Service Programs

COUNTY RESOURCE GUIDE

NATIONAL SERVICE PROGRAMS IN TENNESSEE

Use the following list of programs and contacts to help form your selection team and to solicit nominations.

AmeriCorps:

East Tennessee

AmeriCorps*Building Futures – AIM Center: Chattanooga

AIM Center AmeriCorps members help address the stigma of mental illness while serving at the AIM Center. Members will holistically address the basic human needs for meaningful relationships, self-sufficiency, and community reintegration for people in the greater Chattanooga area with a psychiatric diagnosis.

Contact: Rhonda Jacks Moore

Email: rhondajacks@aimcenterinc.org

Phone: 423-702-8012

Website: www.aimcenterinc.org

Appalachia CARES – Clinch-Powell RC&DC: Rutledge / Greeneville area

The Appalachia CARES program is a community-based service-learning program. Our AmeriCorps members provide direct service to local communities through primary focus areas of energy efficiency, conservation, and housing services throughout the state. As a secondary focus, they also expand the organizational capacity of participating agencies by expanding services, increasing outreach, and recruiting and/or managing community volunteers.

Contact: Trenna Brown

Email: appalachiacares@clinchpowell.net

Phone: 865-828-5927

Website: <https://clinchpowell.net/content/appalachia-cares>

Appalachian Regional Coalition on Homelessness: Johnson City area

Appalachian Regional Coalition of Homelessness AmeriCorps members aim to reduce homelessness by providing a combination of housing and social services in the Appalachia region of east Tennessee.

Contact: Anne Cooper

Email: anne@appalachianhomeless.org

Phone: (423) 218-4090

Website: www.appalachianhomeless.org

CAC AmeriCorps – Knoxville-Knox County Community Action Committee: Knoxville

As Tennessee's only environmental corps, CAC AmeriCorps combines elements of traditional conservation practice with community action that informs their work and places it in the broader context of the region. CAC AmeriCorps members work to improve public lands, streams, and greenways; educate the public; meet immediate human needs through disaster response; and build the volunteer capacity of partner organizations.

Contact: Jason Scott

Email: jason.scott@knoxcac.org

Phone: 865-546-3500

Website: www.cacamericorps.org

Community Cares – Tennessee Community Assistance Corporation:

Morristown/various sites across TN

AmeriCorps members assist frail seniors and persons with disabilities by direct, in-home assistance so that the residents can remain living independently in their own homes for as long as possible.

Contact: Rebecca Basenfelder

Email: rebecca@tcac1.org

Phone: 423-586-7636 ext. 307

Website: www.tcac1.org

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Making Veterans Priority (MVP) – Tennessee’s Community Assistance Corporation: Morristown/various sites across TN

MVP AmeriCorps members provide a wide array of services for veterans and their families that are homeless or on the verge of becoming homeless due to lack of income, physical and/or mental health issues, disabilities, trauma, substance abuse, and weak social networks. The goal is to allow them to improve their quality of life while giving them the resources, respect, and encouragement they deserve to live a more productive and fulfilling life.

Contact: Rebecca Basenfelder

Email: rebecca@tcac1.org

Phone: 423-586-7636 ext. 307

Website: www.tcac1.org

Project Inspire – Public Education Foundation: Chattanooga

Project Inspire is a teacher residency that attracts and prepares aspiring teachers through a year-long, real-world experience in the classroom. Members will serve 5 days a week throughout the entire school year at select host sites, and members will also earn a graduate degree (M.A.T.) through the 14-month program at Lee University.

Contact: Mark Neal

Email: mneal@pefchattanooga.org

Phone: 423-668-2439

Website: www.projectinspiretn.org

T.E.A.M. – Emerald Youth Foundation: Knoxville

T.E.A.M. AmeriCorps members serve urban young people by leading structured afterschool and summer day camp activities (academic, enrichment, leadership, health activities, and mentoring) alongside the staff of a faith-based organization. The goal is to see young people become contributing leaders and live a full life.

Contact: Rachel Davis

Email: rdavis@emerald youth.org

Phone: 865-637-3227 ext. 112

Website: www.emerald youth.org

Middle Tennessee

Hands On Nashville

Hands On Nashville builds capacity for individuals and agencies to meet needs through volunteerism. Its AmeriCorps program honors that work by engaging members in yearlong terms of service with HON and its environmental community partners. Member activities include stream restoration, environmental education, volunteer project management, urban canopy care, and community outreach.

Contact: Jann Seymour

Email: jann@hon.org

Phone: 615-298-1108 ext. 409 Website: www.hon.org

The Relay New Teacher Pathway – Relay Graduate School of Education: Nashville & Memphis

AmeriCorps members participate in the innovative teacher preparation program, the Relay New Teacher Pathway (RNTP), in Nashville and Memphis. At the end of the first program year, the AmeriCorps members will be prepared and certified to serve as full-time teachers of record, and the approximately 1,650 economically disadvantaged K-12 students they teach will demonstrate improved academic performance, better attitudes about school, and improved behavior and classroom engagement.

Contact: Allison Moore

Email: support@relay.edu

Phone: 646-604-9515

Website: www.relay.edu

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Teach For America- Nashville-Chattanooga

Teach For America believes that all children deserve the opportunity to attain an excellent education. They recruit, train and place outstanding teacher leaders into classrooms serving low-income children throughout Davidson and Hamilton County.

Contact: Kenya Payne Email: kenya.payne@teachforamerica.org
Phone: 615-242-6263 ext. 40132 Website: www.teachforamerica.org/where-we-work/nashville-chattanooga

THRIVE – Martha O’Bryan Center: Nashville

The Martha O’Bryan Center empowers children, youth, and adults in poverty to transform their lives through work, education, employment, and fellowship. AmeriCorps members serve in one of five program areas: K-8 Youth Education, High School Education, Post-Secondary Success and Digital Inclusion, Adult Education, and Family Support. Members build relationships, tutor, teach, plan curriculum and enrichments, and perform community outreach and engagement.

Contact: Donna Anderson Email: danderson@marthaobryan.org
Phone: 615-254-1791 ext 25 Website: www.marthaobryan.org

West Tennessee

Bridge Builders Expansion – BRIDGES USA, Inc.: Memphis

BRIDGES' mission is to unite and inspire diverse youth to become confident and courageous leaders committed to community transformation. Bridge Builders Expansion addresses key needs facing Memphis area youth in grades 6-12 through experiential learning and the facilitation of our Bridge Builders curriculum that targets low academic performance and graduation rates, low rates of cultural competency, and low rates of opportunity for meaningful civic engagement.

Contact: Tosca Nance-Jones Email: tnancejones@bridgesusa.org
Phone: 901-260-3790 Website: www.bridgesusa.org

City Year Memphis

City Year Memphis City Year works to bridge the gap in high-poverty communities between the support that students actually need and what their schools are designed and resourced to provide. In doing so, the program aims to increase graduation rates and change the lives of their students. City Year Memphis AmeriCorps members will be responsible for providing whole school services to approximately 1,500 students and individualized services to 420 students in five Memphis public schools.

Contact: Hannah Perrin Email: EPerrin@cityyear.org
Phone: 310-266-3280 Website: www.cityyear.org

Generations – Porter-Leath: Memphis

Generations AmeriCorps members will increase school readiness by providing educational enrichment activities for Porter-Leath Early Childhood students in the agency's Head Start centers in Memphis and Shelby County. The AmeriCorps members will also leverage over 120 additional volunteers that will be engaged in literacy initiatives throughout the same centers.

Contact: Judy Rautine Email: jrautine@porterleath.org
Phone: 901-577-2500 ext. 1128 Website: www.porterleath.org

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Memphis Teacher Residency

MTR recruits outstanding leaders as co-teachers for Memphis' most academically challenged public schools. Their mission is to positively impact student achievement in Memphis urban schools by recruiting, training, and supporting outstanding teachers. All members are placed in Memphis' Title I schools that have greater than 50% enrollment rates in the Free or Reduced-Price Lunch program.

Contact: Suzanne Oates

Email: suzanne@memphistr.org

Phone: 901-937-4683

Website: www.MemphisTR.org

Teach for America-Memphis

Teach For America believes that all children deserve the opportunity to attain an excellent education. They recruit, train, and place outstanding teacher leaders into classrooms serving low-income children throughout Memphis and Shelby County.

Contact: Andrea Kukoff

Email: Andrea.Kukoff@teachforamerica.org

Phone: 319-321-2509

Website: memphis.teachforamerica.org

Volunteer Generation Fund:

Hands On Nashville: Nashville

Through youth programming, HON will provide 6,500 opportunities to engage youth (ages 8-18) in 15,000 hours of education/civic action during out-of-school time. At least 70% of participants will be economically disadvantaged.

Contact: Jann Seymour

Email: jann@hon.org

Phone: 615-298-1108 ext. x419

Website: www.hon.org

United Way of Greater Chattanooga: Chattanooga

The Chattanooga Literacy Initiative Mentor Volunteer Program (MVP) gives students across Hamilton County access to free reading and mentoring services at 16 different locations in neighborhoods with the greatest need for additional educational services.

Contact: Hannah Norman

Email: hannahnorman@uwchatt.org

Phone: 423-752-0346

Website: www.ihelpchattanooga.org

United Way of Williamson County: Franklin

Through the United Way of Williamson County's education program, 100% of the students in the program will increase their Standardized Testing and Reporting Scores after one year. Additionally, 77% will read at grade level by the time they have completed one year in the Raise Your Hand after-school tutoring program.

Contact: Sonya Johnson

Email: sonya.johnson@unitedwaygn.org

Phone: 615-780-2526

Website: www.uwwc.org

Volunteer East Tennessee: Knoxville

VGF funding will support the Sevier County Volunteer Coordinator role and its efforts to recruit and coordinate volunteers to disaster-related needs in the community, as well as connect key organizations as the central recruitment and management of disaster volunteers and volunteer management expertise.

Contact: Allyson Gallaher

Email: agallaher@volunteeretn.org

Phone: 865-582-4085

Website: www.volunteeretn.org

APPENDIX C:

Tennessee Volunteer Centers

Tennessee's Volunteer Centers

Hands On Nashville

Lori Shinton
37 Peabody St., Suite 206
Nashville, TN 37203
Phone: 615-298-1108
E-mail: Lori@hon.org
www.hon.org

United Way of Blount County

Marie Owen
1615 E. Broadway Avenue
Maryville, TN 37804
Phone: 865-982-2251
E-mail: mowen@unitedwayblount.org
www.unitedwayblount.org

United Way of Greater Chattanooga Volunteer Center

Hannah Norman
630 Market St.
Chattanooga, TN 37402
Phone: 423-752-0346
E-mail: hannahnorman@uwchatt.org
www.uwchatt.org

United Way of Greater Clarksville

Valerie Guzman
107 Jefferson St., Suite 107
Clarksville, TN 37040
Phone: 931-647-4291
E-mail: vguzman@uwgcr.org
www.liveunitedclarksville.org

United Way of Greater Kingsport

Becca Sutphen
3012 Louis St., Suite 201
Kingsport, TN 37660
Phone: 423-378-3409, ext. 13
E-mail: BSutphen@uwaykpt.org
www.uwaykpt.org

United Way of the Ocoee Region Volunteer Center

Stephanie Linkous
85 Ocoee St. SE, PO Box 193
Cleveland, TN 37364
Phone: 423-479-2020
E-mail: stephanielinkous@unitedwayocoe.org
www.unitedwayocoe.org

Tennessee's Volunteer Centers

United Way of Roane County

Corinne Shaw

PO Box 317

Harriman, TN 37748

Phone: 865-882-7711

E-mail: cshaw@unitedwayroane.org

www.unitedwayroane.org

United Way of Rutherford and Cannon Counties

Kristen Swann

PO Box 330056

Murfreesboro, TN 37133

Phone: 615-893-7303 ext. 104

E-mail: Kristen.Swann@yourlocaluw.org

www.yourlocaluw.org

United Way Greater Nashville: Williamson County's Volunteer Center

Rebecca Webb

209 Gothic Court, Suite 107

Franklin, TN 37067

Phone: 615-771-2312

E-mail: rebecca.webb@unitedwaygn.org

www.uwwc.org

Volunteer East Tennessee

Allyson Gallaher

1301 Hannah Ave.

Knoxville, TN 37921

Phone: 865-582-4085

E-mail: agallaher@volunteeretn.org

www.volunteeretn.org

Volunteer Memphis

an Action Initiative of Leadership Memphis

Andrea Hill

365 South Main Street

Memphis, TN 38103

Phone: 901-278-0016

E-mail: volunteer@leadershipmemphis.org

www.volunteermemphis.org

APPENDIX D:

Sample Correspondence

These forms can also be found online at www.volunteertennessee.net

LETTER TO POTENTIAL VOLUNTEER RECOGNITION TEAM MEMBERS

Date

Name

Address

City/State/Zip

Dear [Name],

Volunteers play a critical role in the success of Tennessee communities across the state. Through nonprofit organizations, national service programs, faith-based organizations, and neighbor-helping-neighbor, outstanding volunteer service is part of our state heritage. In fact, the annual value of Tennessee volunteers is \$3.3 billion.

Within [your county], we witness the positive results of volunteerism daily. [Describe some changes made within your community, i.e. economic development, church assistance, poverty addressed. Use city/statewide statistics if you don't have countywide examples].

As the Volunteer State, we must continue to foster this sense of service and civic responsibility. In an effort to encourage more [county name] citizens to help improve our community through volunteerism, Volunteer Tennessee has instituted a statewide volunteer recognition program, the Governor's Volunteer Stars Awards. This initiative will honor one adult and one youth (up to age 25) in each county for his or her exemplary volunteer service.

While each award recipient will be recognized at the state level in February, it is also important to honor these outstanding volunteers within our local county communities. We need your help to develop a successful volunteer recognition program right here within [county name]. Your knowledge and expertise in [name of field/area, i.e. volunteer recruitment, education] will add tremendously to our local recognition team. Please join me on [date & time here] to further discuss how we will approach this initiative within [county name]. If you have any questions, please call XXX-XXXX. I look forward to working alongside you as we honor those who make a difference in our community and inspire others to get involved.

Sincerely,

[Name]

[County Name] Coordinator

Governor's Volunteer Stars Awards

LETTER TO LOCAL MAYORS

Date

Recipient Name

Address

City/State/Zip

Dear Mayor [name]:

In 2008, Volunteer Tennessee initiated the Governor's Volunteer Stars Awards, a recognition program designed to recognize the outstanding service of those who volunteer in various ways throughout their local Tennessee communities. This year, two award recipients in each county will be recognized once again in (include location and date once announced); however, we also believe it is equally important to recognize the exemplary efforts of these volunteers on a local level. On [DATE] we will celebrate our local Volunteer Stars by hosting a local volunteer recognition ceremony at _____. As we approach that date, we ask you to join us in supporting and encouraging the people you represent to commit to volunteer service.

Our goal in hosting this event is not only to recognize exceptional citizens, but it is also to illustrate the importance of civic participation and service to improve our communities. I hope you proclaim [DATE] to be Volunteer Day in [your county].

There are several opportunities for you as Mayor to inspire citizens of [your county] to reap the rewards that come from serving others:

1. Proclaim [DATE] [your county] Volunteer Day.
2. Personally participate in a volunteer event in [month of local recognition].
3. Encourage citizens through speeches and other media messages to engage in community service.

Enclosed you will find a sample proclamation. If you have any questions, please call XXX-XXXX. We would be honored to have your participation in our local Volunteer Star program and look forward to your response.

Sincerely,

[Name]

[County Name] Coordinator

Governor's Volunteer Stars Awards

[County Name] Volunteer Day
[Sample local government proclamation]

WHEREAS, The Governor and Volunteer Tennessee have instituted a statewide volunteer recognition program to recognize outstanding volunteers in Tennessee; and

WHEREAS, Tennessee has a longtime legacy of service as the Volunteer State; and

WHEREAS, volunteerism strengthens communities, solves vital social concerns and enhances the overall quality of life for all citizens, including children, seniors, those who are disabled, impoverished, imprisoned, homeless, physically or mentally ill, or otherwise in need of assistance; and

WHEREAS, volunteers can connect with community service opportunities through community service and faith-based organizations like nonprofits, charities, schools and Volunteer Centers; and

WHEREAS, our state's volunteer force of up to 1.6 million people is a great treasure; and

WHEREAS, volunteers are vital to our future as a caring and productive nation;

NOW, THEREFORE, I, [NAME/TITLE] do hereby proclaim

[Date Here], 2020

As

[Your County] Volunteer Day

In [YOUR COUNTY] and urge my fellow citizens to promote the spirit volunteer of volunteerism; to observe the day with appropriate activities, programs and ceremonies supporting volunteerism; and to participate and engage others in volunteer activities now and for as long as they are able.

Signed this [DATE] day of [MONTH], 2020

APPENDIX E:

Local Nomination Forms, Scoring Sheets, and Tips



Governor's Volunteer Stars Awards

2020

Tips for a Great Nomination

We appreciate your interest in submitting a nomination for consideration for the Governor's Volunteer Stars Awards. You know how great your volunteers are, so it is important to help others understand the invaluable work that they do.

This could lead to increased spotlight not only on your volunteers, but increased support for your volunteer program and organization. Read the tips below on crafting a great nomination.

BEFORE YOU START

Review the Criteria – Make sure you understand what the judges will be looking for and adhere to any requirements specified in the guidelines.

Take the Winners' Lead – When possible, read the narratives of previous winners. Evaluate how they met judging criteria and apply it to your own nomination.

Request Feedback – If you have submitted before, consider asking the coordinator or Selection Committee for feedback on past nominations. If it is available, it can help shape how you write this year.

AS YOU WRITE

Meet the Criteria - Be sure to answer all the questions in the narrative section and double check that it meets judging criteria.

Check the Rubric - Pay close attention to any scoring rubric as well and focus on the information that is outlined here. Failure to do so may cause you to lose valuable points in scoring.

Be Specific – When possible provide specific, concrete data about the volunteer's accomplishments. Think numerically. If there is a stark change as a result of the nominee's service, you want to highlight this.

Ex. The volunteer has doubled the amount of food we are able to deliver to needy families by volunteering 40 hours per week for the past three years VS. The nominee volunteers weekly.

Provide examples and/or quotes: These items could prove to be powerful for your nomination as it can provide more insight and understanding of the nominee's service. Also include any challenges or issues encountered and overcome.



Governor's Volunteer Stars Awards

2020

Focus on the difference made – Does the nominee tackle common issue areas in your community (hunger, homelessness, disaster preparedness, economic opportunity, etc.)? You want to show the impact of your nominee's service on the organization, its clients/stakeholders, and the community.

Utilize Strong Verbs and Shorter Sentences - Word Choice and Sentence Structure can make a difference. Do not use your narrative section to just list accomplishments or copy and paste a resume. But do implement strong action verbs and tell a story.

Examples of strong action verbs include:

Achieved	Coached	Collaborated	Improved	Reorganized
Directed	Streamlined	Researched	Marketed	Developed
Led	Spearheaded	Analyzed	Budgeted	Constructed
Secured	Trained	Reduced	Planned	Solved

Adapted from [University of Tennessee](#).

Write shorter sentences that are concise and give specific detail. You will want to also make sure that you do not go over the word count.

Do not get too personal – Too often, we see a run-down of interest, hobbies and family members. While these are all great things, you do not want to include them unless it relates to the nominee's service.

He has 2 kids and five cats vs. His love for felines inspired Bob and his family to open up a cat shelter.

BEFORE YOU SUBMIT

Take on a judges' mindset – A judge may have several applications to read through, so he or she will be looking for nominees, whose service stands out. Once you have completed your narrative, self-assess as to how this volunteer is truly an above average volunteer.

Seek A Peer Review – Before submitting your nomination, have at least two people read through the application. Your review team may have additional information to add or catch errors that you may have missed.



Governor's Volunteer Stars Awards 2020

Nomination Scoring Sheet

Rank each nominee based solely on the information contained in the nomination packet. You will determine if the nomination is unclear, effective or exceptional in each category. Then provide a point value for the category.

Nominee's Name: _____ Judge's Name: _____

Does Nominee Meet Eligibility Requirements? ____Yes ____No

Criteria: Narrative Question	Points Possible	Unclear	Effective	Exceptional
NEED: How does their service address or solve a local community need?	20			
ACTION: What is the extent to which the nominee's service/action might be considered above and beyond the call of duty?	20			
INNOVATION: Nominee used creative methods to solve community problems	20			
IMPACT: The activity or service produced positive changes and provided an example to others.	20			
CHARACTER: What set the nominee apart in terms of their character and/or commitment to the community?	10			
GENERAL: Do you have a clear picture of the type of service, length/frequency of service and the organization's served?	10			
TOTAL	100			

Unclear - The answer provides minimal information or is lacking.	Points Possible	Unclear	Effective	Exceptional
Effective - Adequate information is provided. The volunteer fulfills this criterion.	10	0-3 points	4-6 points	7-10 points
Exceptional - The narrative fully answers the question. The volunteer exceeds expectations for this criterion.	20	0-6 points	7-13 points	14-20 points

COMMENTS (Provide any comments that may assist in determining your county's final youth and adult volunteer recognition award recipient on the back of this sheet)



Governor's Volunteer Stars Awards

2020

The Governor's Volunteer Stars Awards (GVSA) is an annual event that honors the efforts of volunteers from across Tennessee. Each year one adult and one youth are selected to receive this prestigious award in recognition of their exemplary volunteer service in the county. The guidelines and application for this award is listed below.

Award Guidelines

WHO IS ELIGIBLE?

- Any adult or youth (age 25 or younger) whose volunteer activities in {insert County Name} County benefit the community in a substantial, important, or unique way. Activities can include, but are not limited to serving nonprofits, neighborhood groups, schools and faith-based organization
- Students receiving course credits are eligible, only if the volunteer service extends beyond course requirements. This must be clearly indicated in the nomination letter
- National Service program participants (AmeriCorps, AmeriCorps*VISTA, RSVP, Foster Grandparents, Senior Companions, etc.) are encouraged to apply based on their volunteer involvement in their national service assignment

WHO IS NOT ELIGIBLE?

- Individuals involved in "court mandated community service" or those serving as "loaned executives."
- Persons who receive compensation for service rendered (except National Service participants noted above)
- Individuals, who have previously received a Governor's Volunteer Stars Award
- More than one individual (Family members will need to be submitted as separate nominations. Corporate and civic volunteer groups, businesses and nonprofits may be interested in submitting a nomination for the GVSA Business and Nonprofit awards, go to www.volunteertennessee.net for more information.)



Governor's Volunteer Stars Awards

2020

Award Guidelines (continued)

NOMINATION FORM & PROCESS

- Volunteers may be nominated by anyone or may nominate themselves. In the event that an individual is nominated multiple times, the review panel will consider only the first nomination form submitted.
- The nomination narrative should specifically be formatted and address questions for the Governor's Volunteer Star Awards. If it is written as a nomination for another award, it will not be given to the judges for consideration.
- A submission of a resume or list of nominee's accomplishments/service does not meet narrative requirements. Please review "Tips for a Great Nomination" suggestions on writing nomination narratives and letters.
- The narrative should also reflect the four categories of the judging criteria, which are:
 - **Need:** Service addressed a specific need in the community (i.e. poverty).
 - **Action:** The nominee was actively involved and took initiative.
 - **Innovation:** The nominee used creative methods to solve community problems.
 - **Impact:** The activity or service produced positive changes and provided an example to others.
- The Selection Committee uses a scoring rubric in order to ensure fairness and transparency. **{Feel free to include your rubric in your nomination packet.}**

DEADLINE AND SUBMISSION INFORMATION

The deadline to submit this application is **{insert date}**. Completed nomination forms should be submitted to **{insert e-mail}** or mailed to **{insert address}**.

By submitting a nomination, you are confirming that Volunteer Tennessee, sponsor of the Governor's Volunteer Star Awards and the GVSA County Coordinator may use this information to highlight the service of your nominee in various forms of media.

WINNER NOTIFICATION

The 2020 GVSA Youth and Adult Honorees will be notified via **{insert method}** by **{insert date}**.

AWARD PRESENTATION

{insert any local recognition events here, if available}. The 2020 GVSA Ceremony is planned for February 7, 2021 at the Franklin Marriott Cool Springs in Franklin, TN. GVSA honorees will receive an invitation closer to the event.



Governor's Volunteer Stars Awards

2020

County Nomination Form

COMPLETE ALL FIELDS FOR NOMINATION TO BE CONSIDERED.

I. Nominee Profile

First and Last Name of Nominee:

Date of Birth:

Daytime Phone:

Email Address:

Physical Address:

City/State/Zip:

County:

Mailing Address (if different, from physical):

City/State/Zip:

Organization/s Where Nominee Serves:

Organization Contact Name:

Organization Phone:

Organization Email Address:

Does the nominee's service primarily take place in {insert County Name}? ☐ Yes ☐ No

Please mark the appropriate box:

☐

Youth Volunteer (Under 25)

☐

Adult Volunteer

Youth Volunteer age _____

If volunteer is under the age of 19, please provide the legal guardian's information here:

Legal Guardian's Name

Phone Number

Email Address



Governor's Volunteer Stars Awards 2020

II. Nominator Profile

Full/Legal Name of Nominator:

Company/Organization

Daytime Phone:

Other Phone:

Address:

City/State/Zip:

Email Address:

Relationship to Nominee:

How did you hear about the County's Volunteer Awards?

☐ Newspaper ☐ website ☐ volunteer activity ☐ friend ☐ other _____

III. Nomination Narrative

Please explain why your nominee should be considered for a Governor's Volunteer Star.

The narrative must answer the following questions:

1. What organization(s) does the nominee serve with?
2. How long has the nominee completed volunteer activity with the organization(s)?
3. What type of service does the nominee perform?
4. What makes the nominee's volunteer service unique and/or creative?
5. What is the extent to which the nominee's service goes above the call of duty?
6. How does their service address or solve a local community need?
7. What is the degree to which their services/actions have made a lasting contribution or meaningful impact on their community?
8. What sets the nominee apart in terms of their character and/or commitment to the community?

Please make sure that your narrative is no more than **400** words, single-spaced on 8 1/2 x 11 paper with one-inch margins and typed in 12-point font.

IV. Photograph

Please submit at least one photograph of the nominee.

V. Additional Photograph

Please feel free to include 1-2 additional photographs that reflects the nominee's service.

APPENDIX F:

Honoree

Notification Letter

SAMPLE CONGRATULATORY LETTER

Date

Name
Address
City/State/Zip

Dear [Name],

In conjunction with the Thirteenth Annual Governor's Volunteer Stars awards, Tennessee's statewide volunteer recognition program, [your organization or office] has selected you as the 2020 [County Name] County Adult Honoree!

The Governor's Volunteer Stars Awards recognizes volunteers who have displayed tremendous dedication to serving in various ways throughout their local Tennessee communities. Nominees were judged based on the community's need of the volunteer service performed, initiative taken to perform the service, creativity used to solve a community problem and impact of the volunteer service on the community.

You were selected based on [Insert brief description of the service they provided that led to their selection as honorees.]

[Quote here about importance of improving community or from local elected official]

Recipients of the [your county] volunteer awards will not only be honored at [name of your county event] in [month of your event] but will also receive a statewide award. You will be invited to attend the Governor's Volunteer Stars Awards ceremony in Franklin, TN on February 7, 2021. You can expect an invitation from Volunteer Tennessee, the state service commission, in late December or early January.

Again, congratulations on your selection as the 2020 [County Name] [Adult/Youth] Honoree for the Governor's Volunteer Stars Awards. We appreciate your dedication to our local community. If you have any questions, please don't hesitate to contact me at [Provide your contact information]

Sincerely,

[Name]
Governor's Volunteer Stars Awards – [County Name] Coordinator
[Professional Title]
[Organization or Office]

Volunteer Tennessee is coordinating the Governor's Volunteer Stars Awards at the State level. Volunteer Tennessee is the 25-member bipartisan citizen board appointed by the Governor to oversee AmeriCorps and service-learning programs and to advance volunteerism and citizen service to solve community problems in the Volunteer State. For more information about Volunteer Tennessee and the Governor's Volunteer Stars Awards, please visit www.volunteertennessee.net.

APPENDIX G:

Media Relations

FOR IMMEDIATE RELEASE**CONTACT:****[County Coordinator Name]****[County Coordinator Phone]****[County Coordinator Email]****[YOUR COUNTY] TO HONOR VOLUNTEERS**

[YOUR CITY, TN—Date] — Nominations for the Thirteenth Annual Governor’s Volunteer Stars Awards are now being accepted for [your county]. The awards will celebrate the efforts of volunteers who strive to improve their communities through service.

[Quote here about volunteerism in TN from mayor or county coordinator.]

One youth and one adult volunteer will be selected in [your county] to receive this prestigious award. Nominees will be judged based on the community’s need of the volunteer service performed, initiative taken to perform the service, creativity used to solve a community problem and impact of the volunteer service on the community.

Nomination forms can be found in various local businesses throughout [your county], including [name some key places]. They can also be accessed online at [URL] or by calling [County Coordinator’s number]. Applications must be received by [date here].

[Quote here about importance of volunteerism.]

Recipients of the [your county] volunteer awards will be honored at the Governor’s Volunteer Stars Awards ceremony in Franklin, TN on February 7, 2021.

For more information about nominations, call [County Coordinator number here].

[Insert information about your volunteer recognition team/county coordinator.]

Volunteer Tennessee is coordinating the Governor’s Volunteer Stars Awards at the state level. Volunteer Tennessee is the 25-member bipartisan citizen board appointed by the Governor to oversee AmeriCorps and service-learning programs and to advance volunteerism and citizen service to solve community problems in the Volunteer State. For more information about Volunteer Tennessee and the Governor’s Volunteer Stars Awards, please visit www.volunteertennessee.net.

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FOR IMMEDIATE RELEASE

Day, Date, Year

MEDIA CONTACT:

[County Coordinator Name]

Telephone: XXX-XXX-XXXX

Cell: XXX-XXX-XXXX

E-mail: name@yourprovider.com

**[YOUR COUNTY] CELEBRATES COMMUNITY HEROES AT
VOLUNTEER RECOGNITION CEREMONY****OR****MAYOR [NAME] PROCLAIMS [DATE] TO BE [YOUR COUNTY] VOLUNTEER
DAY**

*Proclamation is a commemoration of the Thirteenth Governor's Volunteer Stars
Awards...*

WHAT: [Your County] Volunteer Stars Celebration**WHEN:** DATE**WHO:** Your Name or Team Name**WHERE:** Address of the location where the proclamation will occur; provide driving directions if necessary**HOW:** Citizens throughout [Your County] will honor volunteers and promote volunteerism by awarding an adult and youth volunteer for their outstanding service

Or

Mayor [Name] will honor volunteers and promote volunteerism by proclaiming [DATE] as [your county] volunteer day

WHY: Tennessee has a longtime legacy of service, named "The Volunteer State" almost 200 years ago. On [DATE], [Your County]'s goal is to honor volunteers and inspire others to make an impact within the community through volunteer service.

(Optional) Volunteer honorees will be available for media interviews.

For more information about the Governor's Volunteer Stars Awards, visit:

www.volunteertennessee.net

FOR IMMEDIATE RELEASE**CONTACT:****[County Coordinator Name]****[County Coordinator Phone]****[County Coordinator Email]****YOUR COUNTY TO HONOR VOLUNTEERS**

[YOUR CITY, TN—Date] — [Your County] citizens will gather to recognize the efforts of volunteers who strive to improve the community during a [Theme] celebration on [date here].

[Quote here about volunteerism in TN from mayor or county coordinator.]

In conjunction with the Thirteenth Annual Governor's Volunteer Stars awards, Tennessee's statewide volunteer recognition program, [your event title] will recognize [adult honoree name] and [youth honoree name], volunteers who have displayed tremendous dedication to serving [your county].

[Insert brief description of the youth and adult honorees here along with brief description of the service they provided that led to their selection as honorees.]

Nominees were judged based on the community's need of the volunteer service performed, initiative taken to perform the service, creativity used to solve a community problem and impact of the volunteer service on the community.

[Quote here about importance of improving community]

Recipients of the [your county] volunteer awards will not only be honored at [name of your county event] in [month of your event] but will also be honored as Governor's Volunteer Stars. Each recipient will be invited to attend the Governor's Volunteer Stars Awards ceremony in Franklin, TN on February 7, 2021.

Corporate and individual partners are also needed to help support [your county's] event. For more information on becoming a partner, call [county coordinator number here].

Volunteer Tennessee is coordinating the Governor's Volunteer Stars Awards at the State level. Volunteer Tennessee is the 25-member bipartisan citizen board appointed by the Governor to oversee AmeriCorps and service-learning programs and to advance volunteerism and citizen service to solve community problems in the Volunteer State. For more information about Volunteer Tennessee and the Governor's Volunteer Stars Awards, please visit www.volunteertennessee.net.

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Date

Name

Title

Publication/Company/Station

Address

City/State/Zip

Dear [Name]:

[SAMPLE TEXT: To many, Susie Taylor's daily routine may not seem very unique. After a quick breakfast, she spends her day with her elderly neighbor, running errands, helping her write out bills, and ensuring that she has three healthy meals. But Susie Taylor is 77, and she exudes the spirit of volunteerism.

A member of Senior Corps' Senior Companion Program (SCP), a program sponsored by the Corporation for National and Community Service, Taylor reaches out to adults who need extra assistance to live independently in their own homes or communities. "I am so grateful for the opportunity, especially at my age, to feel like I can still help somebody else," says Taylor. "There's nothing quite like feeling as though you've made a difference."

On [DATE], [your county] will honor [adult honoree name] and [youth honoree name], volunteers who provide exemplary volunteer service within the [your county] community. This celebration will illustrate the importance of civic participation and service to improve overall community norms. Both the adult and youth volunteer recognized at the celebration will also be honored as Governor's Volunteer Stars in February.

We have a great event to talk about and would welcome the opportunity to share the details of this volunteer recognition event with your viewers [or readers or listeners, in the case of publication and radio]. Area corporations, not-for-profit organizations, civic organizations, and the volunteer recognition team have been working diligently to make sure Tennessee continues its legacy as the Volunteer State.

We hope you'll participate in our celebration and share the information with your viewers [or readers or listeners, in the case of publication and radio]. Our desire is for people to see this event and be motivated to volunteer in their communities, whether through faith-based organizations, national service programs, schools, or simply as neighbors-helping-neighbors.

In the next few days, we will call you to determine your interest in covering this event or speaking with volunteer recognition honorees.

Thank you for taking the time to review the enclosed materials. If you have questions or need additional information, please call me at [county coordinator phone number].

Sincerely,

County Coordinator Name

APPENDIX H:

Honoree Information Checklist



Governor's Volunteer Stars Awards 2020

Honoree Information Checklist for GVSA

County Coordinators should use this checklist to make sure you are submitting all the requested info to Volunteer Tennessee.

- Complete contact information for nominees
 ___ Adult honoree
 ___ Youth nominee
- Brief biographies (300-400 words should highlight what makes the honoree unique. Use the questions below as a guide***)
 ___ Adult honoree
 ___ Youth honoree
- Head shot to be used in GVSA publications (jpeg, png format)
 ___ Adult honoree
 ___ Youth honoree
- One "service in action" photo to be used in GVSA publications (jpeg, png format)
 ___ Adult honoree
 ___ Youth honoree

*****The narrative should address the GVSA four criteria (Need, Action, Innovation and Impact) and answer the following questions:**

1. What organization(s) does the honoree serve with?
2. How long has the honoree completed volunteer activity with the organization(s)?
3. What type of service does the honoree perform?
4. What makes the honoree's volunteer service unique and/or creative?
5. The extent to which their service or action is above and beyond the call of duty?
6. How does their service address or solve a local community need?
7. What is the degree to which their services/actions have made a lasting contribution or meaningful impact on their community?
8. What sets the honoree apart in terms of their character and/or commitment to the community?

The Honoree Submission Form will open on Friday, August 21. All checklist items should be submitted **via the following online forms by November 1, 2020:**

- **Adult Honoree Recipient Submission Form:**
www.surveymonkey.com/r/GVSAsubmission_Adult
- **Youth Honoree Recipient Submission Form:**
www.surveymonkey.com/r/GVSAsubmission_Youth

*More information can be found in the 2020 County Resource Guide (pages 27-29).
If you have any questions, feel free to contact Volunteer Tennessee via email at Volunteer.Tennessee@tn.gov.*